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TOBACCO COMPANY

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March 1, 1996

To: L. T. Poole

Re: Prebook Sales

Dear Larry,

Per your request, below are a few thoughts as to why we have been more successful with our prebook/orderbooking efforts:

- Product being sold has a purpose, i.e. GAP, Accrual funds, sales etc.
- Account knows they must have extra product as our people will not discount normal inventories.
- Our Sales representatives are making a stronger effort to sell to the person of authority rather than having "just anybody" sign an order which was getting cancel by the person of authority.
- Retailers in general are taking more interest in the cigarette department and are becoming more competitive with *their* competition which requires more product.

Should you need further information please let me know.

Sincerely,

Terry

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